

# Neighborhood Policing - A Digital Extension



**Facebook - Neighborhood Policing 2.0**



## Digital Tools

- Twitter
- Facebook
- DCSC Digital Team



## Positive Feedback



## As local as it gets!



# Neighborhood Policing - A Digital Extension

Facebook vs. Twitter	
	
Summary	Storytelling
Audience	27% of all US internet users
Frequency	3-5 times a week
Post Length	3-5 paragraphs; several photos
Events	Yes
Engagement	Never
Hashtags	Minimal
	Storytelling
	32% of all US internet users
	Several times a day
	1-2 hours; 4 photos
	No
	Never
	Storytelling



Facebook - Neighborhood Policing 2.0



## Facebook vs. Twitter

Summary  
Audience  
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Storytelling  
27% of all US internet users  
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3-5 paragraphs; several photos  
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## Digital Tools



Twitter



Facebook



DCSC Digital Team

## Highlight your work



## Engage with the Community



## Positive Feedback

Barbara Fraizer • NYPD 34th Police Precinct

Overall the #wo2 community appreciates the recent ticketing of motorists running the stop sign at 26th and seaman, #udash

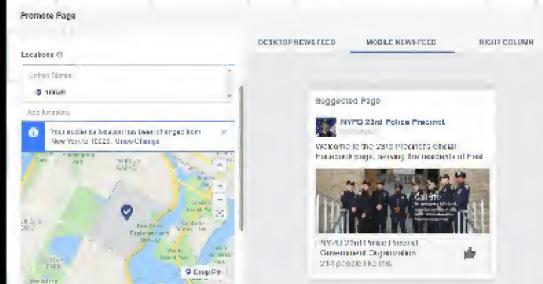
[View Post](#)

Brielle Jaffie • NYPD 34th Police Precinct

Many thanks to the officer who yesterday was ticketing drivers blowing through the intersection of Seaman Avenue and 218th Street without stopping at the stop sign. I'm sure all of us pedestrians and dog walkers who use that intersection appreciate it very much! Hope you will do this often.



## As local as it gets!



## *Digital Tools*



**Twitter**



**Facebook**



**DCSC Digital Team**

Summary

Audience

Frequency

Post Length

Events

Engagement

Hashtags

## ***Facebook vs. Twitter***



Storytelling

79% of all US internet users

3-5 times a week

1-2 paragraphs, several photos

Yes

Heavy

Minimal



quick timely updates

23% of all US internet users

Several times a day

140 characters, 4 photos

No

Minimal

Heavy

# Facebook - Neighborhood Policing 2.0

Go to Business Manager to manage this Page



**NYPD 30th Precinct**  [@NYPD30PCT](#)

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[Liked](#) [Following](#) [Share](#) [Learn More](#) [Message](#)

[Status](#) [Photo/Video](#)

 Write something on this Page...

**Posts**

 **NYPD 30th Precinct** [March 25 at 7:38am](#)  To really change the police-community relationship, the NYPD had to fundamentally change the way it does business. Neighborhood policing is that realization in action. <https://www.youtube.com/watch?v=yU0XZA5E-Ec>

 **Neighborhood Policing in Queens Public Housing**  
To really change the police-community relationship, the NYPD had to fundamentally change the way it does business. Neighborhood policing is that realization ... [YOUTUBE.COM](#)

[Like](#) [Comment](#) [Share](#)

Public & Government Services in New York, New York  
Always Open

[Invite friends to like this Page](#)

Welcome to the 30th Precinct's official Facebook page, serving the residents of the Washington Heights in Manhattan, NY

 78 Likes  
Rob Villani and 4 other friends like this

0 people have been here

[About](#) [See All](#)

451 West 151st Street  
New York, NY 10031

# *Get to know your NCO's*



30th Precinct Sector C

**NYPD**



79th Precinct Sector D

**NYPD**



28th Precinct Sector C

**NYPD**



10th Precinct Sector C

**NYPD**

# As local as it gets!

Promote Page

Locations 

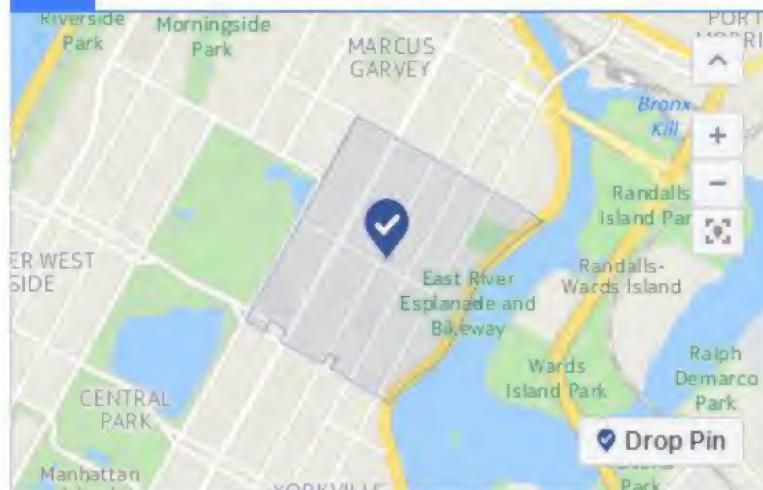
United States

 10029

Add locations



Your audience location has been changed from New York to 10029. Undo Change



DESKTOP NEWS FEED

MOBILE NEWS FEED

RIGHT COLUMN

## Suggested Page



**NYPD 23rd Police Precinct**

Sponsored

Welcome to the 23rd Precinct's official Facebook page, serving the residents of East...



NYPD 23rd Police Precinct  
Government Organization  
214 people like this.



# Highlight your work



NYPD 23rd Precinct

February 2 ·

A great relationship was established previously with Neighborhood Coordination Officers Pagan and Rivera, and the owners of a local business. This enabled them to solve a Burglary and apprehend the offender within the course of two hours start to finish. A wonderful example of how neighborhood policing helps our community substantially.



Like

Comment

Share



Like · You, Anthony Vincent, Jamiel Altaheri and 38 others

Chronological ·

2 shares

[View 1 more comment](#)



Denise Majied Thanks Guys

Like · Reply · 1 · February 2 at 4:56pm

## Engage with the Community



**Jason S. Kendall** thank you for the prompt attention. I see a difference today.

Like · Reply · May 4 at 7:37am

 **Jason S. Kendall** the lookout is not there.

Like · Reply · May 4 at 7:38am

 **NYPD 34th Police Precinct** Thank you for your concern, we have made contact with Transit District 3 regarding this matter and our NCO's are on it as well.

Like · Reply · Commented on by NY PD (?) · May 4 at 8:06am

 **Jason S. Kendall** I saw the squad car there. Thanks! The bike-kid lookout was gone, and the homeless kid is just there. About a week ago, the lookout took him across the street and I saw them sharing a cigarette. It looked like the lookout was trying to take him under his wing. It was after the cigarette scene that their casing of people began. Before that, they were apparently separate. The homeless guy might need some gentle help from social services. He's not bad, he just doesn't know what to do.

Like · Reply · May 4 at 8:39am

 **NYPD 34th Police Precinct** Thanks again, we will continue to follow up.

Like · Reply · Commented on by NY PD (?) · May 4 at 8:58am



**Marisol Espaillat** NYPD 34th Precinct

March 19 at 8:03pm

It is unfortunate that the 34th does not answer the phone, preferring instead to have an answering machine, which is full to capacity most of the time. I have tried calling on many occasions with the same disconcerting result. I have been dealing with a problematic neighbor for several years now and have been unable to resolve the issue. The landlord has stepped in and spoken to her recently and apparently she feels that she is above the law and the problem has become severe (Officer Perez, from community affairs came and spoke to her at one point). Now we are awakened by the pounding of her music every single weekend. My mother has had brain surgery less than a year ago and survived, thank God but she is susceptible to very loud noises, she also has high blood pressure and this situation is affecting her health and mine. What can we do about this situation?

Like

Comment

Share

Message



 Rafael Peguero, Jay Pi and Marisol Espaillat

Chronological \*



**NYPD 34th Precinct** Good morning Ms. Espaillat, where does your mother reside? We can have her Neighborhood Coordination Officers pay the neighbor a visit.

Like · Reply · 1 · Commented on by Reymundo Mundo (?) · March 20 at 11:10am

View 4 more replies



**NYPD 34th Precinct** Please do, that's their information so that you can follow up with them.

Like · Reply · 1 · Commented on by Reymundo Mundo (?) · 18 hrs



**Marisol Espaillat** Thank you very much for all of your help, I just got back from the precinct and I've already filed my complaint. Officer Snyder was very kind, I will however email both Detective Nunez and Officer Fernandez so that they can advise me as to the next steps to be taken in order to alleviate the situation. Once again thank you.

Like · Reply · 1 · 13 hrs

 Write a reply..





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[Like](#) · [Reply](#) · May 4 at 7:37am



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[Like](#) · [Reply](#) · May 4 at 7:38am



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# community

difference

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Marisol Espaillat ▶ NYPD 34th Precinct

March 19 at 8:03pm · 4

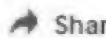
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Like



Comment



Share



Message



Rafael Peguero, Jay Pi and Marisol Espaillat

Chronological \*



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View 4 more replies



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Like · Reply · 1 · 13 hrs



Write a reply...



# Positive Feedback



Barbara Frazier ► NYPD 34th Police Precinct

May 10 ·

Overall the inwood community appreciates the recent ticketing of motorists running the stop sign at 218th and seaman. Kudos!

NYPD 34th Police Precinct

Like

Comment

Share

Message



Bruce Jaffe ► NYPD 34th Police Precinct

May 10 ·

Many thanks to the officer who yesterday was ticketing drivers blowing through the intersection of Seaman Avenue and 218th Street without stopping at the stop sign. I'm sure all of us pedestrians and dog walkers who use that intersection appreciate it very much! Hope you will do this often.



Jim Aronson ► NYPD 34th Police Precinct

April 12 ·

I wanted to publically thank the 34th for their response yesterday to an incident in the Dongan Buildings.

As the President of the Fort Tryon East Neighborhood Association, my group has been working hard to improve the quality of life around our designated area, and stop the hoodlums and tresspassers who have been invading our building. We have had trespassers, solicitors, packages stolen from within our building, and alleged drug deals on our roofs.

Yesterday, one of our alert residents noticed two strangers in the building, immedately called 911, and the 34th was there very quickly to apprehend these individuals.

Thank you, thank you, thank you!!!!

Barbara Frazier and Nancy Preston

2 Comments

Like

Comment

Share

Chronological ▾

Message

NYPD 34th Police Precinct You're very welcome Mr. Aronson. We will continue to monitor and conduct enforcement. Have a great day.

Like · Reply · 1 · Commented on by NY PD [?] · April 12 at 4:42pm

Nancy Preston Great work 34!

Like · Reply · April 14 at 8:26pm · Edited



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Chronological ▾



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**Nancy Preston** Great work 34!

Like · Reply · April 14 at 8:26pm · Edited

## ***Overall Community Approval!***



**Christa Baur O'Brien** I really appreciate this page. And my appreciation comes equally from seeing officers interact with the community and from knowing more about what's being thwarted in the neighborhood.

Keep up the good work guys!!!

[Unlike](#) · [Reply](#) · [Message](#) · 2 · July 16, 2015 at 9:16am



**Marilyn Doof** I really enjoy reading about the actions of the officers of the 34th. Caring and competent professionals. That's a wonderful combination.

[Unlike](#) · [Reply](#) · [Message](#) · 1 · July 16, 2015 at 9:27am